



Workshops

# Baker Library


## Baker Library Business Plan Research

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Reference Services  
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## Filling in the pieces

- Develop a strategy for your information gathering.
- Think about the questions you need to answer.
- Start with key resources, then move to secondary.
- Review for completeness.

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## Industry and Company Information

- Company overview and background.
- Put your company in the context of an industry.
- Identify key suppliers, partners, competition.

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## Industry and Company Information

- Research Guides
- S & P Industry Surveys
- Capital IQ
- Factiva
- Business Source Complete
- OneSource

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### Market Research Data

- Forrester
- Frost & Sullivan
- Gartner Group
- Jupiter
- Medical and Healthcare Marketplace
- Mintel
- Orbis for Datamonitor Reports
  
- All listed on the Browse Database A-Z Listing

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### Legal Environment and Risk Factors

- Competition Law360
- Health Law360
- IP Law360
- Securities Law360
- Bankruptcy Law360
- Lexis/Nexis Academic

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## Foreign (non-U.S.) Risk Consideration

- Economic
- Regulatory
- Environmental
- International Trade
- Tax and Custom
- Country Information and Statistics

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## Information and Statistics for outside the U.S.

- Country Research Guides
- EIU.com: Country Commerce
- EIU.com: Country Finance
- EIU.com: Country Report
- Global Financial Data
- Global Market Information Database (Euromonitor)
- International Financial Statistics
- ISI Emerging Markets

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## Human Resource Requirements

- Wages
- Compensation
- Incentive Plans
- Bureau of Labor Statistics National Compensation Survey
  - [www.bls.gov/ncs/ocs](http://www.bls.gov/ncs/ocs)

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## Infrastructure Requirements

- Facilities
- Communications Network
- Comparative Statistics of Industrial and Office Real Estate Markets  
Ref HD 1393.5 .C6
- Telegeography                      Ref HE 7601 .T4
- World Telecommunication/ICT Development Report  
Ref HE 7601 .W65

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## Financial Projections

- Realistic and appropriate financials
- Industry Norms and Key Business Ratios
  - Ref HG 4028 .B2 I54
- RMA Annual Statement Studies
  - Ref HG 4028 .B2 R6

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## Key Tips on Using HBS and HU Databases:

- Database launch pages will tell you if some resources need extra passwords or Harvard PIN. There are also tips on searching and trouble-shooting.
- No extra charge for reports. (Investext)
- Use database's indexing and advanced search features.
- Different download formats often available.

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And don't forget:

- Keep track of your sources in detail. (name of the publication, publisher, author, date, page numbers)
- Follow the *Citation Guide for HBS Students*.
  - [www.library.hbs.edu/guides/citationsguide.pdf](http://www.library.hbs.edu/guides/citationsguide.pdf)
- Our copyright and licensing policies are outlined on all the launch pages into our databases.
- Business plan examples are available in reserve notebooks at the reading room service desk.

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Still need help?

- Contact a Baker Librarian.
- In person (see our hours at the web site)
- By email at [refquest@hbs.edu](mailto:refquest@hbs.edu)
- By phone at 617-495-6040

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Thank You and Good Luck!  
(Any questions?)

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